



WXYZ

ORDER

Print Date 10/26/12

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Flight Dates **10/15/12-10/21/12**

Contract / Revision **314322 /** **DIBC2 Detroit Int Bridge Co 2012**

Original Date / Revision Agency Com 15%

10/09/12 10/10/12 Billing Contact

Advertiser **The People Should Decide C**
814 King Street - Suite 400
Alexandria, VA 22314-3039

Agency **Smart Media Group**

Buying Contact Sales Office EWSDC

814 King Street - Suite 400
Alexandria, VA 22314-3039 Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **C15B**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 25% Market Value 128400

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	32100
WDWB	%	0
WJBK	25%	32100
WKBD	13%	16692
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	12%	15408

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	35	\$27,285.00	\$32,100.00	0.00	10/01/12	10/21/12	35	\$27,285.00	\$32,100.00
Totals	35	\$27,285.00	\$32,100.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/15/12	10/19/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MTWTF--			5		\$800.00		0.00				
N 2	WXYZ	10/15/12	10/19/12	12-1pm M-F 12-1pm	CM	12-1pm	MTWTF--	:30	5	\$1,200.00	FX	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MTWTF--			5		\$1,200.00		0.00				
N 3	WXYZ	10/15/12	10/21/12	M-F 1p-2p The Chew	CM	1-2pm M-F	MTWTF--	:30	5	\$1,200.00	FX	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Contract / Revision **314322** Flight Dates **10/15/12-10/21/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/10/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **DIBC2 Detroit Int Bridge Co** Estimate # **C15B**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	10/15/12	10/21/12	M-F 1p-2p The Chew	CM	1-2pm M-F	MTWTF--	:30	5	\$1,200.00	FX	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					5	\$1,200.00		0.00			
N 4	WXYZ	10/15/12	10/19/12	430 AM News 7 Action News This Morni	CM	430a-5a	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					5	\$300.00		0.00			
N 5	WXYZ	10/15/12	10/19/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	MTWTF--	:30	5	\$1,000.00	FX	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					5	\$1,000.00		0.00			
N 6	WXYZ	10/20/12	10/20/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$500.00		0.00			
N 7	WXYZ	10/20/12	10/20/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$900.00		0.00			
N 8	WXYZ	10/20/12	10/20/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$900.00		0.00			
N 9	WXYZ	10/21/12	10/21/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$900.00		0.00			
N 10	WXYZ	10/20/12	10/20/12	SA 1130p-1230a Sat 12-12:30am	CM	1130pm-1230am (12:00 XM-12:30 XM)	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$250.00		0.00			
N 11	WXYZ	10/20/12	10/20/12	SA 1230a-130a SA 1230a-130a	CM	1230am-130am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$175.00		0.00			
N 12	WXYZ	10/21/12	10/21/12	SU 1a-2a SU 1a-2a	CM	1am-2am	-----S	:30	1	\$175.00	P-4	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$175.00		0.00			
N 13	WXYZ	10/21/12	10/21/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,000.00		0.00			
N 14	WXYZ	10/19/12	10/19/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$3,000.00		0.00			
N 15	WXYZ	10/21/12	10/21/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,800.00		0.00			



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														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WXYZ	10/21/12	10/21/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S	1		\$1,800.00		0.00						
														Totals	35 \$32,100.00